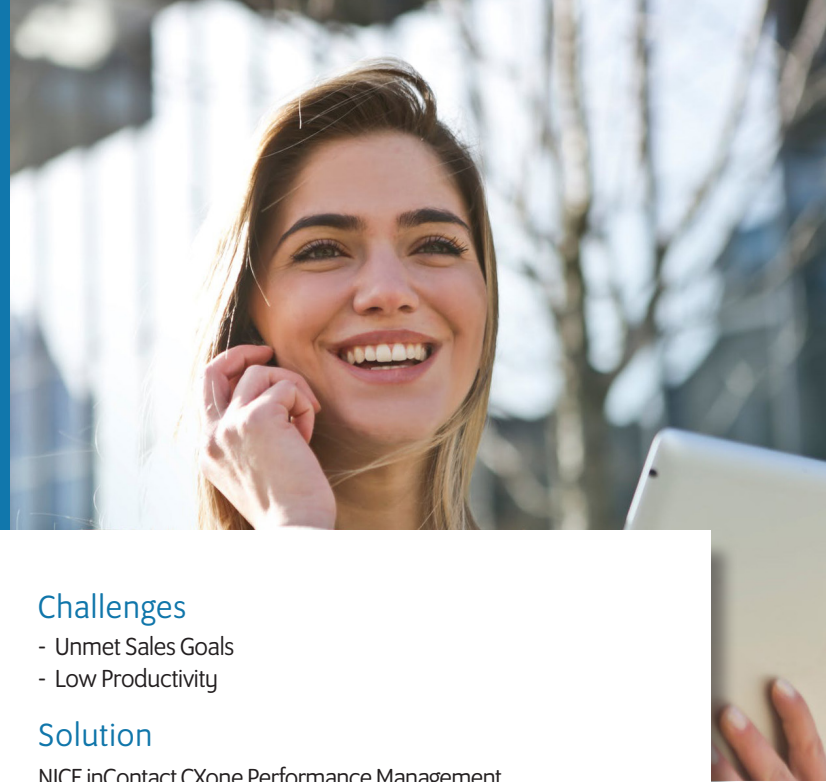


## Case Study

CXone Performance  
Management



### Customer

Franklin Covey

### Industry

Education & Training Services

### Website

[www.franklincovey.com](http://www.franklincovey.com)

### Challenges

- Unmet Sales Goals
- Low Productivity

### Solution

NICE inContact CXone Performance Management

### Results

- Revenue Per Call Increased by 61%
- Average Order Size Increased by 48%

## Franklin Covey Revitalizing its Contact Center Sales Team

FranklinPlanner (FCOP) provides the tools and time-tested planning principles to help its customers thoughtfully achieve their goals.

The FCOP contact center consists of a sales-driven workforce. Its average order size was fairly stagnant for quite some time; never really experiencing more than a three percent difference week after week.

Properly incentivizing a sales team within a contact center can be a difficult task. It involves proper incentive structure, sales training, and product knowledge. The FCOP was struggling to make this happen.

Only 16% of its agents were performing at the standard set by FCOP on a key sales metric – average order size. The company needed a solution to revitalize its agents' productivity and drive sales numbers up. FCOP chose CXone Performance Management as a solution.

## Increasing Data Visibility to Increase Sales

The first measure FCOP took was increasing agent visibility. The company did this by making sure every agent had access to CXone Performance Management (PM) Rankings Module. This alone helped FCOP increase average order size by 48%, which led to 69% of agents to performing at the company standard for average order size; as opposed to just 16% the previously.

CXone PM was a sustainable solution for the FCOP contact center. After sixty days of using CXone PM, FCOP's revenue per call increased by 61%.

FCOP was able to automate and centralize all of its raw data from multiple sources to produce real-time feedback. Agents were more aware of how their performance compared to expectations and to their peers, which caused FCOP's average order size to increase by \$20.